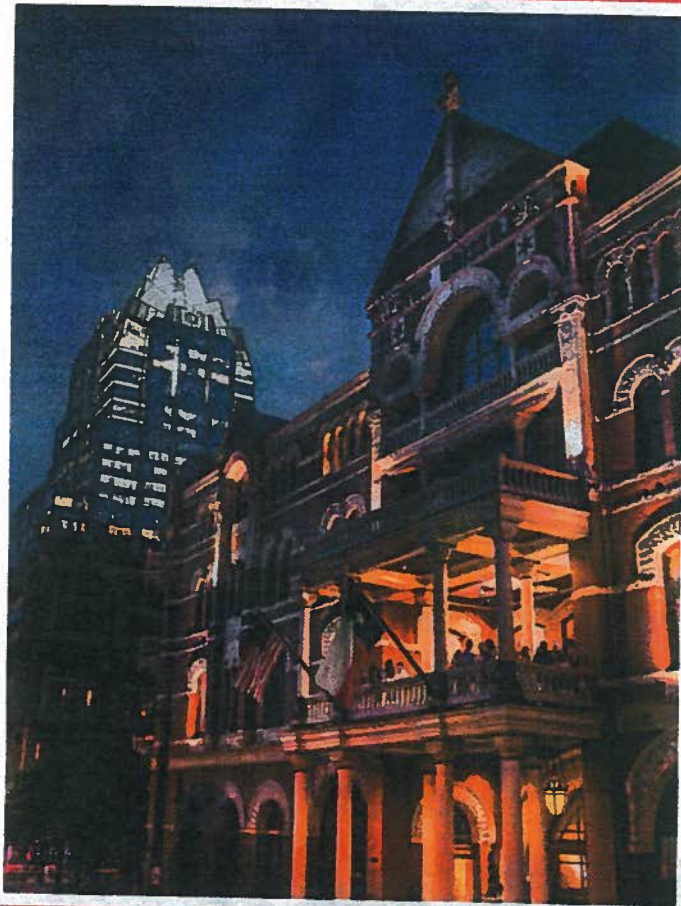


# Austin



## AUSTIN CONVENTION AND VISITORS BUREAU (ACVB)

Julie Chase,

Vice President & Chief Marketing Officer

LIVE MUSIC CAPITAL OF THE WORLD

## WHAT WE DO

- Increase the demand in the Austin Metropolitan Statistical Area (MSA) for hotel rooms, attraction visits, package tours, retail sales, restaurant receipts and local transportation.
- Boost the demand for and usage of the Austin Convention Center.
- Support the economic viability of Austin's growing film, music and sports industries.
- Gain national and international media exposure for Austin's diverse attractions, history, culture and unique personality.

*In short, we are an economic engine for the City of Austin.*

## **ACVB FOCUS**

- Convention Business
- Consumer Marketing
- Tourism Sales & Marketing
- Marketing & Communications
- Film & Music Marketing
- Sports Events Marketing
- Visitor Services
- Convention Services

## AUSTIN'S ATTRIBUTES

- Live Music
- Downtown Package (Convention Center, hotels, walkable, venues...)
- Cultural Arts
- Outdoors
- History/Heritage
- Sports
- Attractions
- Festivals
- Safety



## BY THE NUMBERS

- Total Annual Visitors (Austin MSA): 22.6 million.\*
- Annual Visitor Spending: \$6.7 billion.\*
- Tourism Supported Jobs: 58,000.\*
- Taxes Generated by Tourism: \$553 million in state and local taxes.\*
- Bed tax produces \$8.9 million to support local arts (including music).
- For the state of Texas, Travel spending in 2013 generated \$8.5 billion in local, state and federal tax receipts. This is equivalent to \$900 in tax revenue for each Texas household. (Property taxes are not included.)

*\*Sources: Dean Runyan and Associates, Economic Impact of Travel on Texas, June 2015; D.K. Shifflet & Associates, Year-End 2014 Texas Tourism Regions and MSA Profile*

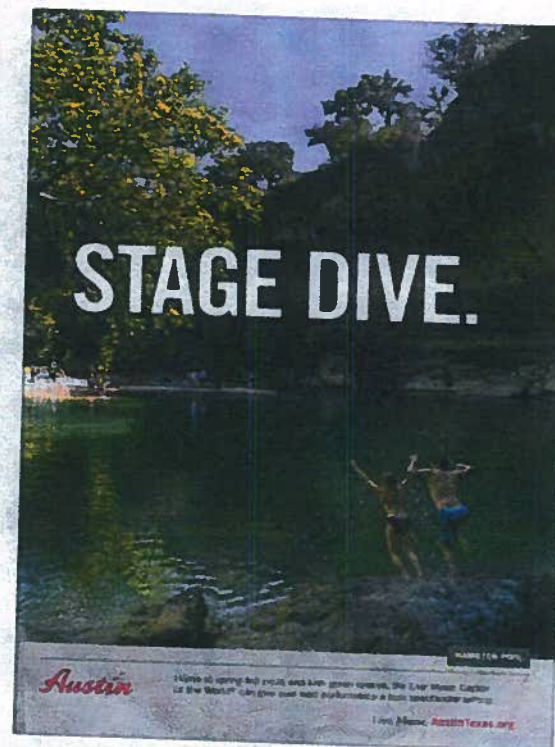
*Austin*

# MARKETING & PROMOTION ACTIVITIES

LIVE MUSIC CAPITAL OF THE WORLD

*Austin*

## AD CAMPAIGN



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*Austin*

## NEW MEETINGS PLATFORM

OUR STAGE IS  
BIGGER THAN EVER.

*Austin*

ACL MUSIC FESTIVAL

10,000+ HOTEL ROOMS  
DOWNTOWN IN 2017

40+ NONSTOP FLIGHTS  
DAILY

#1 CITY TO WATCH  
FORBES MAGAZINE

*Austin*

With more than 200,000 live music performances each year, Austin has more live music venues per capita than any other city in the world. Find out how you could win live music for your next conference.

FIND OUT HOW YOU COULD WIN LIVE MUSIC FOR YOUR NEXT CONFERENCE.  
Live Music: [AustinTexas.org/WinMusic](http://AustinTexas.org/WinMusic)

250 MUSIC VENUES  
ACROSS THE CITY

PROUD HOST  
2017 FORA  
CONVENING LEADERS

DELL MEDICAL SCHOOL  
OPEN 2016

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# Austin

## ...AND A NEW MUSIC INCENTIVE

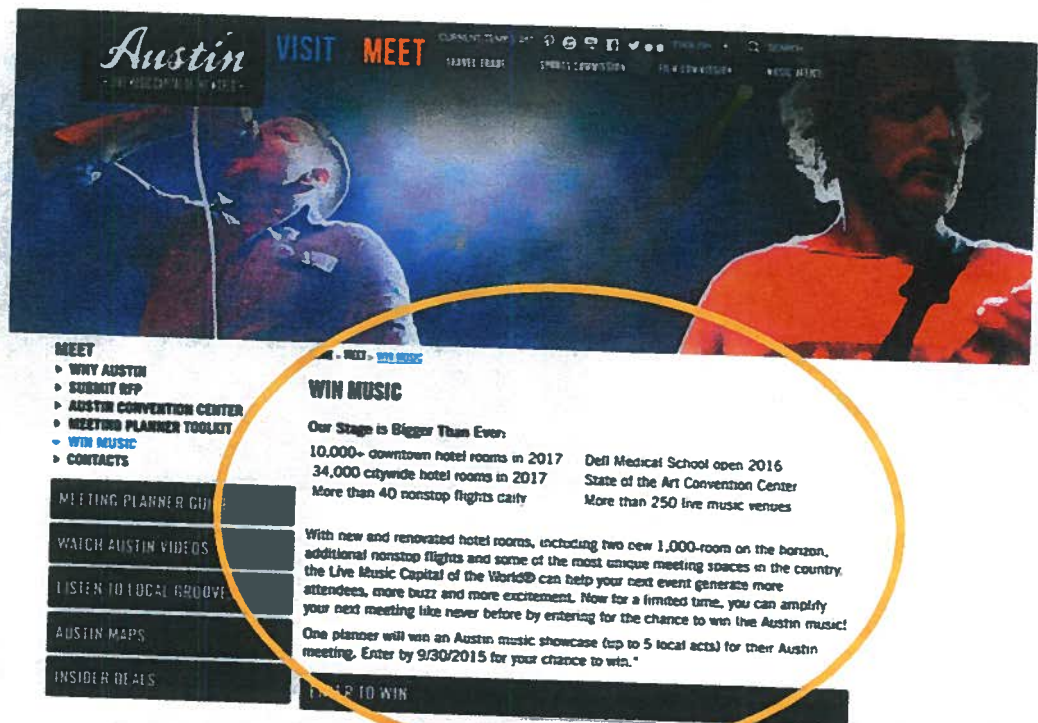


**OUR STAGE IS BIGGER THAN EVER.**

**Austin**

With new and renovated hotel rooms, including two new 1,000-room properties, more meeting space, additional nonstop flights and some of the most unique meeting spaces in the country, the Live Music Capital of the World® can help your next event generate more attendees, more buzz and more excitement. Now for a limited time, you can amplify your next meeting like never before by entering for the chance to win live Austin music!

**10,000+ HOTEL ROOMS** **PROUD HOST** **40+ NONSTOP FLIGHTS**



**Austin** VISIT MEET

**MEET**

- WHY AUSTIN
- SUBMIT RFP
- AUSTIN CONVENTION CENTER
- MEETING PLANNER TOOLKIT
- **WIN MUSIC**
- CONTACTS

**WIN MUSIC**

Our Stage is Bigger Than Ever:

- 10,000+ downtown hotel rooms in 2017
- 34,000 citywide hotel rooms in 2017
- More than 40 nonstop flights daily
- Dell Medical School open 2016
- State of the Art Convention Center
- More than 250 live music venues

With new and renovated hotel rooms, including two new 1,000-room on the horizon, additional nonstop flights and some of the most unique meeting spaces in the country, the Live Music Capital of the World® can help your next event generate more attendees, more buzz and more excitement. Now for a limited time, you can amplify your next meeting like never before by entering for the chance to win live Austin music!

One planner will win an Austin music showcase (up to 5 local acts) for their Austin meeting. Enter by 9/30/2015 for your chance to win.

**MEETING PLANNER GUIDE**

**WATCH AUSTIN VIDEOS**

**LISTEN TO LOCAL GROOVE**

**AUSTIN MAPS**

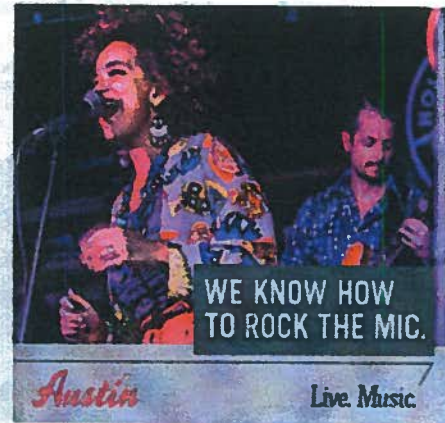
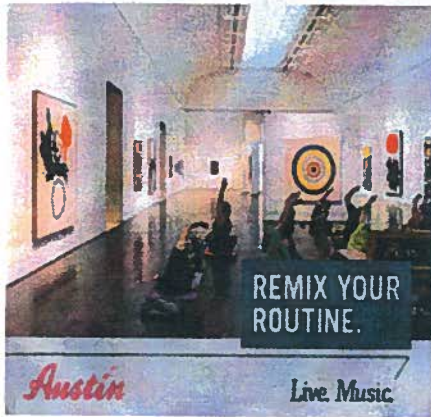
**INSIDER DEALS**

**ENTER TO WIN**

LIVE MUSIC CAPITAL OF THE WORLD

*Austin*

## DIGITAL EXECUTIONS



LIVE MUSIC CAPITAL OF THE WORLD



# WEBSITE

*Austin*  
— LIVE MUSIC CAPITAL OF THE WORLD —

VISIT MEET

CURRENT TEMP: 84°

TRAVEL TRADE

SPORTS COMMISSION

FILM COMMISSION

SEARCH

MUSIC OFFICE

## GET THE INSIDE SCOOP

THE AUSTIN INSIDER GUIDE IS YOUR ROAD MAP TO LOCAL RESTAURANTS, LIVE MUSIC, EVENTS AND MORE. [REQUEST YOUR COPY](#)

Where should I stay when I come to Austin?



DISCOVER



## SOCIAL MEDIA

### Key Accounts:

- Facebook: 288,000 fans
- Twitter: 155,074 followers
- Instagram: 21,900 followers
- Austin Insider Blog: 20,000 pageviews/month



Austin

## DEDICATED INSTAGRAM AND TWITTER MUSIC ACCOUNTS

Instagram



musicaustin

FOLLOW

Music Austin Austin, the Live Music Capital of the World! Find us on twitter: @MusicAustin and @VisitAustinTX www.austintexas.org

867 posts 1,248 followers 529 following



@Music Austin: 16,000 followers;  
MusicAustin Instagram: 1,200 followers.



Austin Music Office  
@musiccaustin

Follow

Looking for #livemusic TONIGHT? Check out Waterloo Trio @PatikaCoffee from 8:00 - 10:00pm - hope to see you there! [ow.ly/Siy0d](#)

RETWEETS  
2

FAVORITES  
3

1:10 PM · 16 Sep 2015



Austin Music Office  
@musiccaustin

Follow

Been looking for Brazilian sounds? Here you go! TODAY at 6PM @ONE2ONEBAR w/ @paulamayanie #atxmusic #keepitlocal

RETWEETS  
1

FAVORITES  
2

11:25 AM · 19 Aug 2015

LIVE MUSIC CAPITAL OF THE WORLD



# Austin

## CUSTOMER SERVICE: TRUE AUSTIN MUSIC EXPERT

### TRUE AUSTIN

want to know the best Austin has? Our local experts can help! Watch the video or click on an expert to learn more.



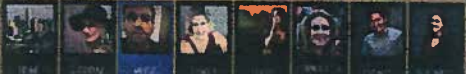
@VisitAustinTX, #TrueAustin, what live shows are happening tonight downtown



**GREG ACKERMAN**  
MUSIC

Along with being a leading live music expert in Austin, Greg is also a digital marketing consultant for local and national organizations. What isn't he doing? Working for clients, being a DJ, playing music, swimming at Barton Springs Pool, volunteering for Austin non-profits and being his brother.

ASK YOUR QUESTION SEARCH MORE



- Lance Herman** @LanceHerman79 · Sep 8  
I'm heading to Austin next week. @Austin\_now @VisitAustinTX @austin\_event What are MUST see and dos?
- Austin Texas** @VisitAustinTX · Sep 9  
@LanceHerman79 We recommend checking out live music. Let our Insta @g\_ack know what dates you are coming in and he can suggest some!
- Greg Ackerman** @g\_ack · Sep 9  
@LanceHerman79 @VisitAustinTX What dates will you be in Austin next week? #TrueAustin
- Lance Herman** @LanceHerman79 · Sep 9  
@g\_ack @VisitAustinTX arriving noonish Thursday and flying out Sunday sometime.
- Greg Ackerman** @g\_ack · Sep 9  
@LanceHerman79 Good local shows when you're here: @SIPSPMusic @rubyjanemusic @ResidualGd @shiveryshakes #TrueAustin cc: @VisitAustinTX

**Andrew Palm** @apalm\_13

Follow

@g\_ack coming to Austin this weekend... Any suggestions on music this weekend? Just saw Shakey Graves at #turfTO this past wk.

11:29 AM · 21 Sep 2015

Toronto, Ontario



**Greg Ackerman** @g\_ack · Sep 21

@apalm\_13 Lots of good shows this weekend: @HardProof @chipperjonesTX @myjerusalem @whitedenimmusic do512.com/gregackerman #TrueAustin

View summary

LIVE MUSIC CAPITAL OF THE WORLD



*Austin*

## AUSTIN MUSIC OFFICE

Promotes Austin as the Live Music Capital of the World®

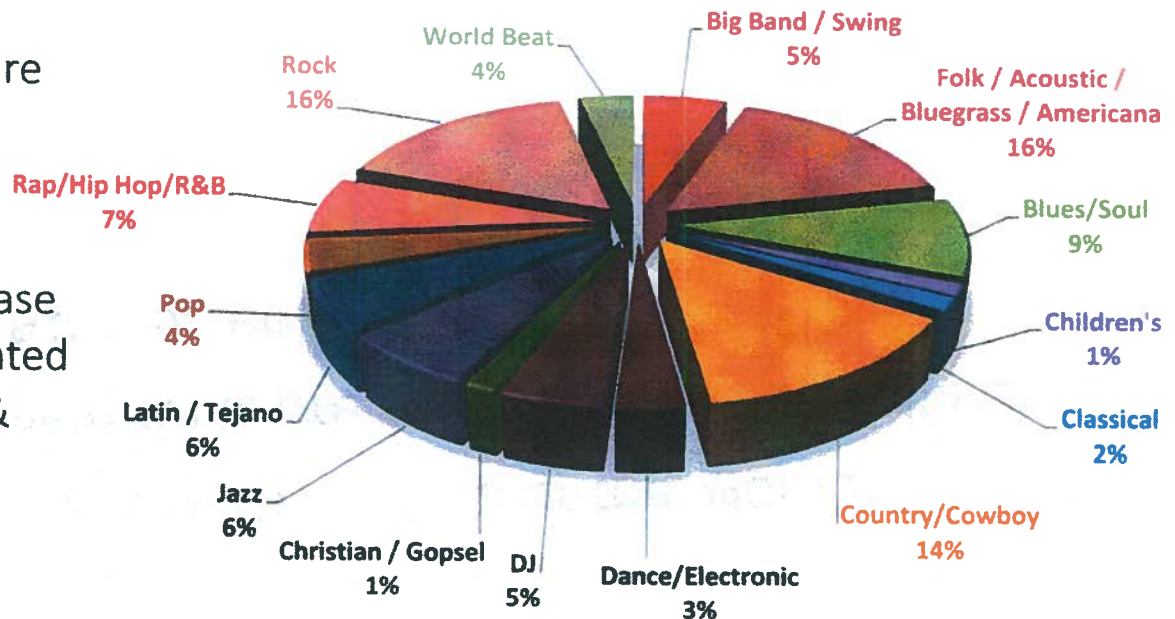
Markets directly to conventions, press and local music industry

Goal: enhancing the visitor experience

LIVE MUSIC CAPITAL OF THE WORLD

## HIRE AN AUSTIN MUSICIAN DATABASE

- Hire an ATX Musician feature refers local acts to conventions, meetings & other requests
- Nearly 400 artists in database
- 26 diverse genres represented
- Over 1400 artist referrals & 100+ hired in FY 14/15



\*Database pulled from:

- Inclusive local live music scene research & recommendations
- Artists emailing their information via Get a Gig feature on website

*Austin*

## AUSTIN MUSIC OFFICE

Austin Music: ALL ATX British Invasion



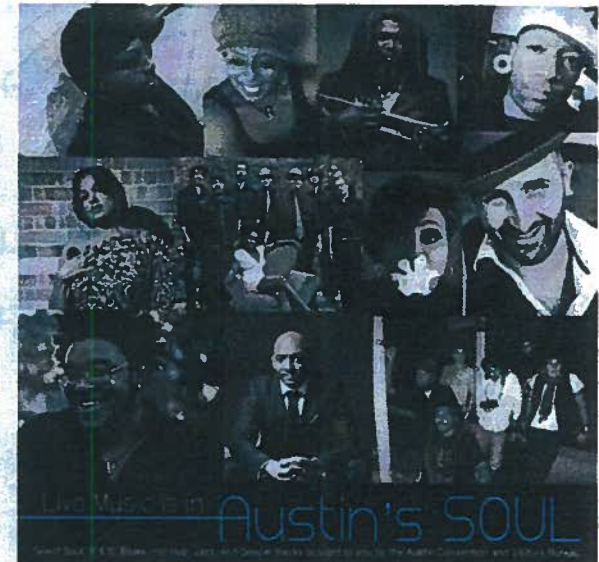
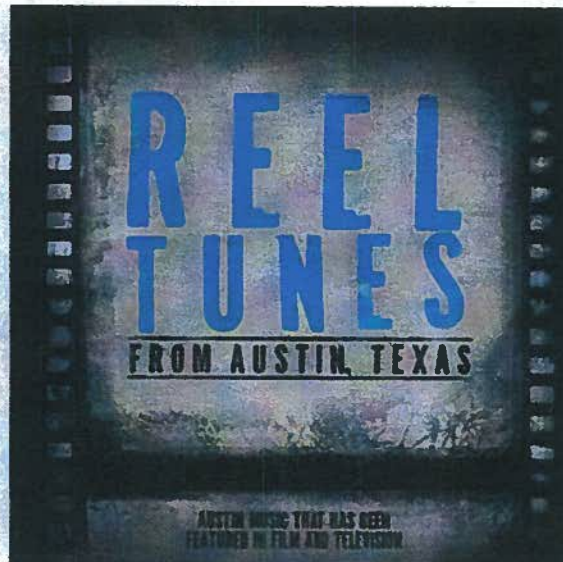
- AMV14: Latest ACVB music compilation available in approximately 6 weeks.
- Features 18 local musicians and a 24 page guide to Austin music.
- Distributed to meeting planners, travel trade, media/press and visitors.

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*Austin*

## INDUSTRY & SPECIAL EDITION COMPILATIONS



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## LOCAL AND LIVE SERIES



- New program launched at the Austin Visitor Center.
- Free summer music series showcases live music every other Friday.

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## SOUTHERN LIVING: BISCUITS & JAM PARTNERSHIP

- Custom content video series featuring Austin-based artists:
  - Dan Dyer
  - Shakey Graves
  - LaTasha Lee & the BlackTies
  - Mateux Broussard
  - Hayes Carll
- Supported by full-page print, digital and mobile ad units in SL & F&W.



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## NEW MUSICAL EXPRESS (NME) AWARDS WITH AUSTIN, TEXAS



- Austin is partnering with NME as headline sponsor for the NME Awards for the third consecutive year.
- New to the 2016 campaign are more Austin-branded live events, an expanded awards calendar and activations.
- As part of the six-month partnership, Austin, Texas will sponsor the Best International Band category at the awards.

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## THE AUSTIN AIRSTREAM

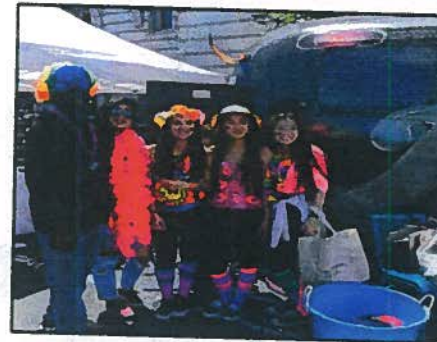


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*Austin*

## SUMMER OF LOVE TOUR 2015

- Airstream activations took Austin to:
  - San Francisco PRIDE
  - San Diego County Fair
- Road trip partners were:
  - Virgin America
  - Westin Downtown Austin
- #ATXLove Competition
  - People could enter to win a trip to Austin that included two plane tickets (Virgin) and a three night hotel stay (Westin)
- Music by Austin musicians Gina Chavez and Saul Paul
- 2015 by the numbers:
  - Event Impressions – 400,000
  - Road Impressions – 394,910
  - Sweeps entries – 1,226
  - #ATXLove impressions- 572,703
  - Media Impressions: 1,234,439

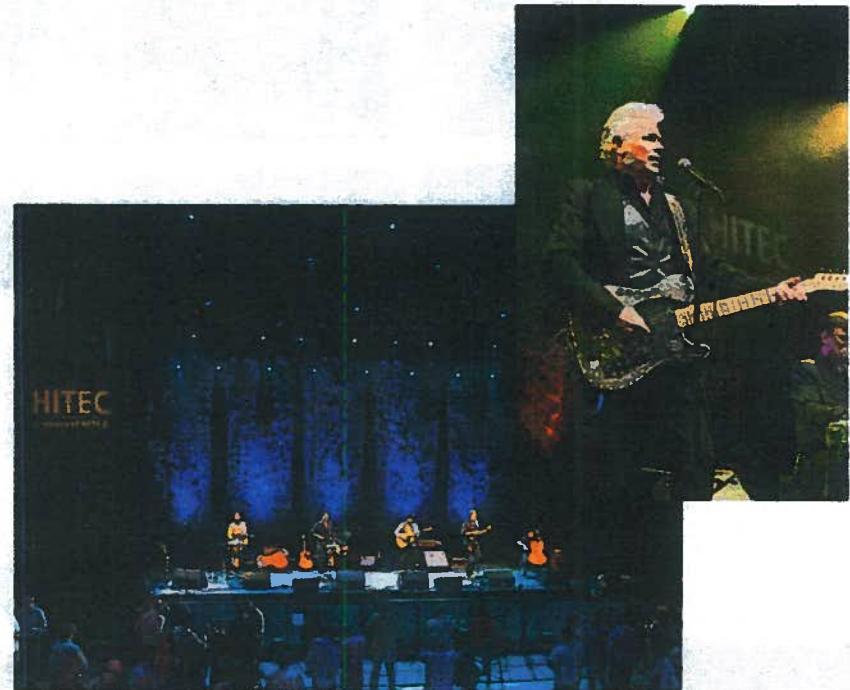


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## CONVENTIONS SUPPORT LOCAL MUSIC

- Earlier this year, Hospitality Financial & Technology Professionals (HFTP) hired 20 local bands for their annual HITEC convention in Austin, spending over \$14,000 directly in musician fees.
- National Funeral Directors Association (NFDA) hired 19 local musicians for one convention, representing \$11,600 in musician fees.



*Austin*

## TRADE SHOWS – MUSIC FESTIVAL BOOTH THEME & SIGNAGE



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## TRADE SHOWS – MUSIC FESTIVAL THEMED PRINT ADS

PEACE  
LOVE  
MUSIC

VISIT BOOTH #401  
TO GET THE TRUE AUSTIN FESTIVAL EXPERIENCE!

*Austin*

Join us at IPW and discover all the things that make  
Austin the Live Music Capital of the World!

Live Music: [AustinTexas.org/IPW](http://AustinTexas.org/IPW)

USA

LET'S  
SHARE  
THE  
LOVE

VISIT BOOTH #401  
TO GET THE TRUE AUSTIN FESTIVAL EXPERIENCE!

*Austin*

Join us at IPW and find out why your class  
will love the Live Music Capital of the World!

Live Music: [AustinTexas.org/IPW](http://AustinTexas.org/IPW)

USA

MUSIC  
MAKES  
OUR  
WORLD  
SPIN  
ROUND

VISIT BOOTH #401  
TO GET THE TRUE AUSTIN FESTIVAL EXPERIENCE!

*Austin*

Have to work-but love music and want to visit  
Austin in the Live Music Capital of the World?

Live Music: [AustinTexas.org/IPW](http://AustinTexas.org/IPW)

USA

LIVE MUSIC CAPITAL OF THE WORLD



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## DIVERSITY OF AUSTIN MUSIC

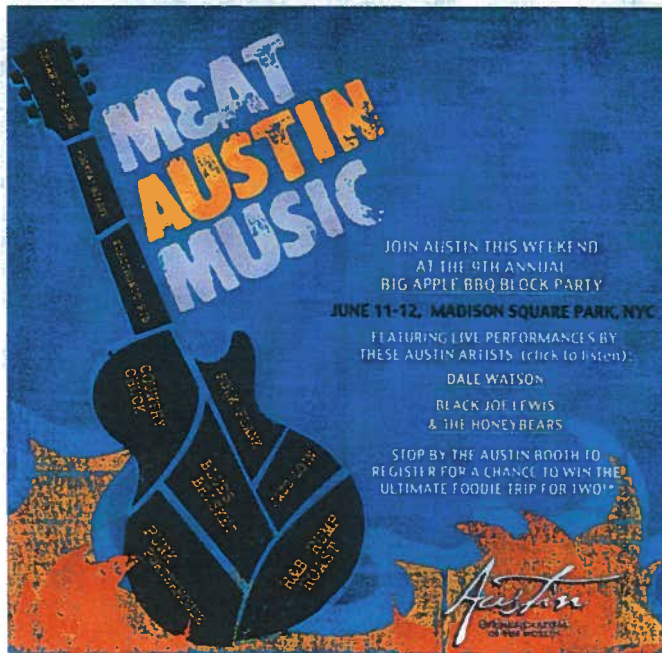


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Austin

## TAKING MUSIC ON THE ROAD: NEW YORK



FOUR SEASONS HOTEL  
Austin

WHOLE  
FOODS  
SECOND  
BAR • RESTAURANT

SALT LIFE

UNITED




LIVE MUSIC CAPITAL OF THE WORLD

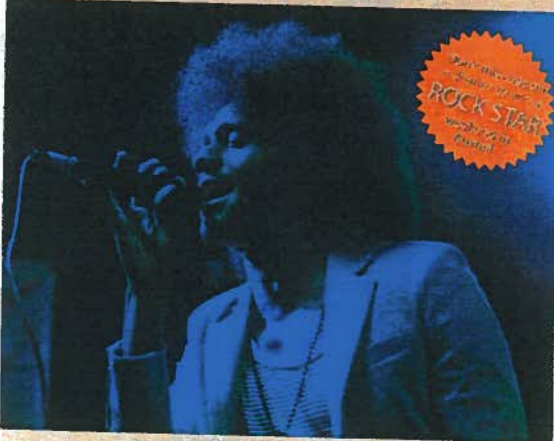


*Austin*

## TAKING MUSIC ON THE ROAD: DENVER & ORLANDO




WE'RE BRINGING A  
LITTLE AUSTIN  
**SOUL** TO DENVER



**ROCK STAR**  
Tje Austin  
Wednesday, Oct 26th


JOIN AUSTIN FOR A NETWORKING RECEPTION FEATURING  
NBC'S "THE VOICE" STAR AND AUSTIN'S OWN TJE AUSTIN

Dazzle Jazz - 930 Lincoln Street, Denver, CO 80203  
Wednesday, October 26th - 5:00 to 7:00PM



STOP BY THE  
**AUSTIN** LOUNGE  
DURING MPI-WEC

We've brought Austin's soulful side to MPI-WEC 2011 Orlando, with Austin artists Kat Edmonson & Tje Austin. Stop by the Austin lounge in the Market Square between s210 & s220 Sunday thru Tuesday to enjoy live music and register for a chance to win an iPad2!



Stop by the  
Austin Lounge for  
a chance to win  
an iPad2!

**WEC 2011**  
World Education Congress  
and the Greater Phoenix  
MPI

*Austin*  
A COMMITMENT TO EXCELLENCE

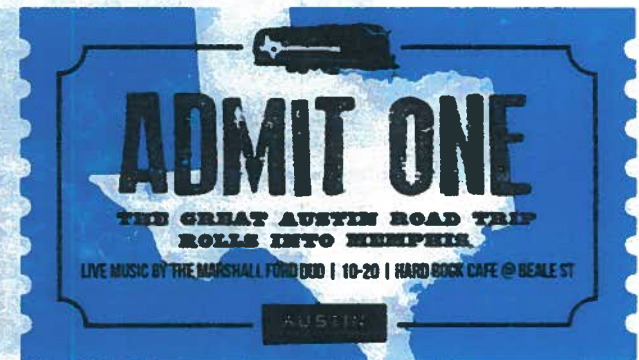
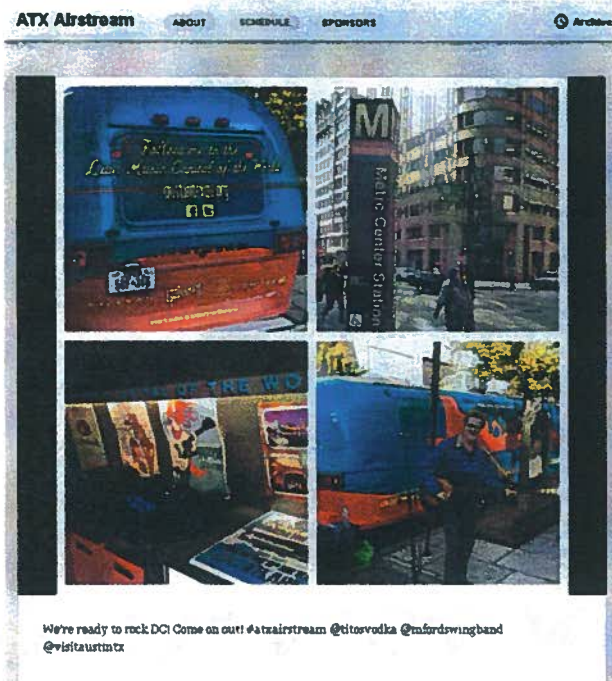
**UNITED**

LIVE MUSIC CAPITAL OF THE WORLD



# Austin

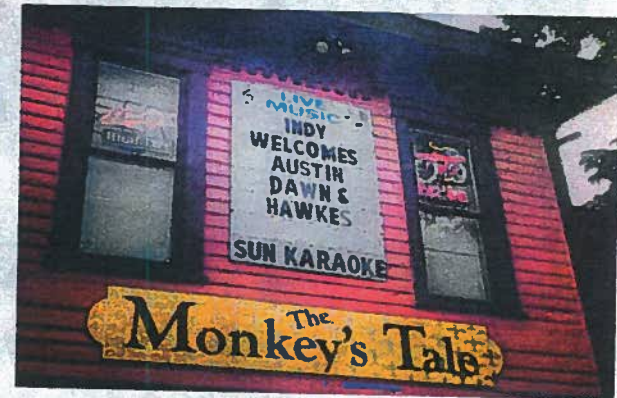
## TAKING MUSIC ON THE ROAD: DC, NEW ORLEANS, MEMPHIS



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## TAKING MUSIC ON THE ROAD: INDIANAPOLIS, CHICAGO, MINNEAPOLIS

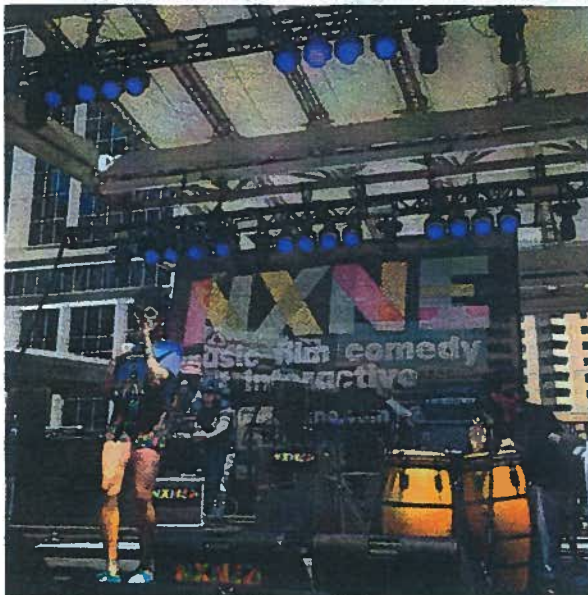


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## TAKING MUSIC ON THE ROAD: TORONTO & NIAGARA FALLS



We're in Yonge-Dundas Square spreading ATX love! Come by and win a trip to @acfestival #ATXonline (at Yonge-Dundas Square)



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*Austin*

## TAKING MUSIC ON THE ROAD: CHICAGO



LET'S ROCK THE HOUSE  
ONE MORE TIME.

AUSTIN EXTENDS AS THE PERIOD MUSIC PARTNER OF PCMA,  
CHICAGO'S CONSERVATIVE PARTY WITH A PULSE

The event you've been waiting for is just around the corner. So join us for  
Party with a Purpose featuring music by The Nightwolves, direct from  
Austin. Don't be late to purchase your tickets!

WEDNESDAY, 12 | 9:00 PM | HOUSE OF BLUES CHICAGO

*Austin*  **AUSTIN**  
Conservative Party with a Pulse

SEE THE NIGHTWOLVES IN ACTION

Local Sponsors:

LIVE MUSIC CAPITAL OF THE WORLD

# DESTINATION VIDEO

IT IS CURRENTLY NOT IN AUSTIN, TEXAS

English

Search the Site...

TRAVEL TRADE SPORTS COMMISSION FILM COMMISSION MUSIC OFFICE

AUSTIN  
LIVE MUSIC CAPITAL OF THE WORLD

VISIT MEET

**TICK** *tock.*

Filmed in Austin and recorded by Austin's best musical talent, check out the latest video from the Live Music Capital of the World. [View More](#)

A promotional video for Austin, Texas, featuring four men in suits standing in front of a music store. The store has signs for "GINNY'S LITTLE BURGERS" and "JAZZ MANSON". The text "TICK tock." is overlaid on the image, with "TICK" in white and "tock." in blue script. A small text at the bottom right says "Filmed in Austin and recorded by Austin's best musical talent. check out the latest video from the Live Music Capital of the World. View More".



*Austin*

— LIVE MUSIC CAPITAL OF THE WORLD® —



